

TNBC EDUCATIONAL OBJECTIVES
AS OF OCTOBER 6, 2001

IN COMPLIANCE WITH THE CHILDREN'S TELEVISION REGULATIONS THAT BECAME EFFECTIVE JANUARY 2, 1997, NBC'S TNBC PROGRAMS FEATURE AN ON-AIR ICON INDICATING EACH PROGRAM AS "EDUCATIONAL AND INFORMATIONAL" FOR CHILDREN. THIS ICON IS DISPLAYED AT THE BEGINNING OF EACH BROADCAST. ALSO, IN COMPLIANCE WITH THE NEW REGULATIONS, THE FOLLOWING DOCUMENT WHICH INCLUDES "EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF TNBC" MUST BE PLACED IN YOUR PUBLIC FILE.

"EDUCATIONAL AND INFORMATIONAL OBJECTIVES OF TNBC"

EACH OF THE PROGRAMS LISTED BELOW WHICH MAKE UP NBC'S TNBC (TEEN NBC) PROGRAMMING BLOCK IS SPECIFICALLY DESIGNED TO SERVE THE EDUCATIONAL AND INFORMATIONAL NEEDS OF TEENAGERS, SPECIFICALLY, 13-16 YEAR OLDS. THE EDUCATIONAL OBJECTIVE OF EACH OF THESE PROGRAMS IS TO DEMONSTRATE HOW THE KNOWLEDGE OF ONE OR MORE CHARACTERS IN THE STORY MOVES FROM ONE LEVEL TO A MORE INFORMED OR HIGHER LEVEL OF KNOWLEDGE BY THE END OF EACH EPISODE. THIS CHANGE IN KNOWLEDGE CONVEYS AN EDUCATIONAL MESSAGE TO THE AUDIENCE WHICH MAY FALL INTO ONE OR MORE CATEGORIES--INTELLECTUAL-COGNITIVE AND/OR SOCIO-EMOTIONAL. THE MESSAGE WILL ALWAYS BE INTEGRAL TO THE PLOT. CONTENT WHICH DEVELOPS THE MESSAGE WILL BE PRESENT THROUGHOUT THE SCRIPT.

THE EDUCATIONAL OBJECTIVES ARE ACHIEVED BY OFFERING THE AUDIENCE ENGAGING AND RELATABLE CHARACTERS WHOSE SITUATIONS WILL OFTEN RESONATE WITH THEIR OWN. THE STORYLINES ARE DRAWN FROM SPECIFIC CHALLENGES TEENS FACE TODAY: DRINKING AND DRIVING, LEARNING DISABILITIES, EATING DISORDERS, GAMBLING, SMOKING, SUBSTANCE ABUSE, RACIAL AND ETHNIC INTOLERANCE AND THE RIGHT AND RESPONSIBILITY TO VOTE. PERENNIAL THEMES, SUCH AS FRIENDSHIP, DEFINING ONE'S SELF, DEVELOPING SOCIAL SKILLS, MANAGING ONE'S LIFE AND BEING COMPETENT ARE ALSO COVERED BECAUSE THEY ARE CENTRAL TO ADOLESCENCE. DIFFERENT THEMES ARE INTEGRATED INTO EACH EPISODE OF EACH SERIES IN VARYING DEGREES AND WITH DIFFERENT LEVELS OF EMPHASIS.

TO ENSURE THAT THE CONTENT OF EACH SHOW IS DEVELOPMENTALLY APPROPRIATE FOR THE TARGET TEEN AUDIENCE, THE TNBC TEAM OF PRODUCERS AND WRITERS WORKS CLOSELY WITH EDUCATIONAL CONSULTANTS. THESE EXPERTS IDENTIFY IMPORTANT THEMES AND DILEMMAS OF ADOLESCENCE THAT CAN FORM THE BASIS OF THE MESSAGES. THEY HELP INTEGRATE THE EDUCATIONAL THEME OF EACH SHOW INTO THE ACTION, SO THAT THE STORY NARRATIVE AND THE EDUCATION MESSAGE ARE INTERDEPENDENT.

“CITY GUYS” aired at 9 and 10:30 am on Saturdays. **“CITY GUYS”** ORIGINATES AT A DENSELY POPULATED, MULTI-ETHNIC, PUBLIC HIGH SCHOOL IN THE HEART OF MANHATTAN. THROUGH ITS CHARACTERS, THE SHOW DEMONSTRATES THAT WHAT WE SEE DOESN'T BEGIN TO TELL THE STORY ABOUT WHO PEOPLE REALLY ARE AND WHAT LIFE IS REALLY LIKE. TWO YOUNG MEN, WHO SEEM TO BE OPPOSITES IN ALL THE OBVIOUS WAYS--RACE, ECONOMIC BACKGROUND, CULTURE, CLOTHES AND MUSIC--, ARE THROWN INTO A FRIENDSHIP AND WORKING RELATIONSHIP BY THEIR WISE AND ACERBIC PRINCIPAL. THE BOYS ACTUALLY HAVE A LOT IN COMMON--THEY ARE BOTH BRIGHT, THEY WANT TO BE MORE THAN THE NEGATIVE IMAGES THEY SOMETIMES PROJECT, AND THEY HAVE NEVER BEEN MOTIVATED TO REALLY THINK, REFLECT, OR ACT BEYOND THE SUPERFICIAL. AS THEY DEAL WITH THE PRESSURES OF BIG CITY LIFE, THEY LEARN THAT GETTING BEYOND THE SUPERFICIAL AND SERIOUSLY DEALING WITH A DEEPER REALITY IS THE CRITICAL PATH TO ATTAINING SUCCESS.

“JUST DEAL” AIRED AT 10AM. **“JUST DEAL”** TAKES THE PERSPECTIVE OF THREE CLOSE FRIENDS, A GIRL AND TWO BOYS, WHO HAVE A COMPLICATED BUT VERY STRONG BOND OF FRIENDSHIP. SET IN SUBURBAN SEATTLE, THESE THREE HAVE COMFORTABLE AND HAPPY LIVES, BUT THAT DOESN'T ABSENT THEM FROM ALL THE NORMAL ISSUES OF ADOLESCENCE. THEIR OVERARCHING CHALLENGES ARE DEFINING THEIR VALUES AND PURPOSE IN LIFE, AND LIKE MOST TEENS, THEY ARE SERIOUS ABOUT FIGURING IT ALL OUT. THEY AREN'T CONFUSED OR ALIENATED, JUST EARNEST AND SINCERE ABOUT DOING THE RIGHT THING BY OTHERS, WHILE DOING WHAT IS BEST FOR THEIR OWN DEVELOPMENT. THEY HAVE DIFFERENT FAMILY BACKGROUNDS WITH STRONG PARENTS WHO ALSO WEIGH IN ON THE ISSUES. WHEN THEY MIX IT UP WITH INPUT FROM A DIVERSE CIRCLE OF FRIENDS THIS THREESOME ALWAYS LEARNS THAT LIFE ISN'T SIMPLE, NO MATTER WHERE YOU COME FROM OR WHAT YOU HAVE. THERE IS NO SUBSTITUTE FOR HAVING TO JUST DEAL.

“ALL ABOUT US” AIRED AT 9:30AM. **“ALL ABOUT US”** IS SET IN CHICAGO, AND FOLLOWS FOUR HIGH SCHOOL FRIENDS AS THEY DEFINE THEIR FRIENDSHIPS WITH EACH OTHER. THE EMPHASIS IS INWARD AS THE GIRLS LEARN FROM EACH OTHER, WHETHER THE POINT IS TO RESPECT A FAMILY'S RULES, OR TO LET YOUR PARENTS HELP YOU WHEN YOUR PRIDE MIGHT GET IN THE WAY. THESE GIRLS ARE AN INTERESTING GROUP--AN ATHLETE, A SOCIAL CRUSADER, A SINGER/COMPOSER, AND A RICH DIVA---BUT THEY ARE ALL SMART AND AMBITIOUS. THEY USE THEIR DIFFERENT TALENTS, PERSPECTIVES, AND FAMILY EXPERIENCES TO ILLUSTRATE ALTERNATIVE APPROACHES TO UNDERSTANDING AND SOLVING PROBLEMS. THE BASKETBALL PLAYER'S APPROACH TO A BIG LOSS TEACHES THE SINGER HOW TO OVERCOME HER STAGE FRIGHT. WHEN THE AFRICAN-AMERICAN GIRL AVIDLY WORKS ON THE BLACK STUDENTS' FUND-RAISER, THE OTHERS UNDERSTAND RACIAL ISOLATION FOR THE FIRST TIME. THE GIRLS COME TO APPRECIATE THAT EVERY PERSON HAS UNIQUE GIFTS; IT IS THEIR DUTY AS FRIENDS TO MAKE SURE THEY SHARE THEIR GIFTS WITH EACH OTHER.

“SKATE” AIRED AT 11AM. **“SKATE”** COMES FROM THE PERSPECTIVE OF A “CULTURE” BASED ON A SPORT. THE CENTRAL CHARACTER IS A TEEN WHO IS TRYING TO BREAK OUT OF ATHLETIC MEDIOCRITY AND BECOME AN EXPLOSIVE SKATER. YET, HE'S GOT OTHER OBLIGATIONS, LIKE SCHOOL, COLLEGE AND LONG TERM SECURITY, WHICH TOTALLY CONFLICT WITH EMBRACING THE SKATER'S LIFESTYLE OF BRAVADO AND RISK. BALANCING COMPETING GOALS IS THE UNDERLYING STRUGGLE OF OUR MAIN CHARACTER'S LIFE, WHICH IS SPIKED BY SPECIFIC SITUATIONS THAT TEST HIS MORAL FIBER AND HIS DECISION-MAKING ABILITY. THROUGH A STRONG RELATIONSHIP WITH HIS FATHER AND CLOSE FRIENDS, OUR KID LEARNS HOW TO ESTABLISH PRIORITIES, BECOME A PROFESSIONAL, AND DEVELOP A GOOD SENSE OF JUDGMENT ABOUT PEOPLE AND SITUATIONS.

"NBA INSIDE STUFF," aired at 11:30am. "NBA INSIDE STUFF" IS A HALF-HOUR NEWS MAGAZINE ABOUT THE PLAYERS AND PROGRAMS OF THE NBA. THE SHOW FEATURES PLAYERS AND COACHES IN A VARIETY OF SHORT SEGMENTS THAT COMMUNICATE A POINT OF VIEW OR REVEAL NEW INFORMATION TO THE AUDIENCE. THE INFORMATION MIGHT BE ABOUT THE GAME OF BASKETBALL OR IT MIGHT SHOW ANOTHER SIDE OF THE PLAYERS' LIVES. EVERY WEEK, THE AUDIENCE SEES EXAMPLES OF INDIVIDUAL PLAYERS AND THE NBA ORGANIZATION IN CIVIC ENDEAVORS. WHETHER IT'S SUPPORTING READING PROGRAMS, SCHOLARSHIPS, CAMPS, OR HEALTH AND FITNESS PROGRAMS, THE NBA AND ITS PLAYERS HAVE A PRESENCE. IN SOME SEGMENTS, SPECIFIC QUESTIONS FROM THE AUDIENCE ON TOPICS RANGING FROM DEVELOPING SPECIFIC ATHLETIC SKILLS TO DEALING WITH PERSONAL PROBLEMS ARE ANSWERED BY A PLAYER. CO-HOSTS AHMAD RASHAD AND SUMMER SANDERS MODERATE AND CONNECT THE DIFFERENT SEGMENTS OF THE SHOW. EVERY EPISODE OF NBA INSIDE STUFF OFFERS CONTENT STRESSING THE VALUE OF PRACTICE, HARD WORK, AND PROFESSIONALISM AS A WAY TO ACHIEVE ONE'S GOALS.

Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational.

Wild About Animals	5:30
Jack Hanna's Animal Adventures	4:30
Critter Gitters	3:40

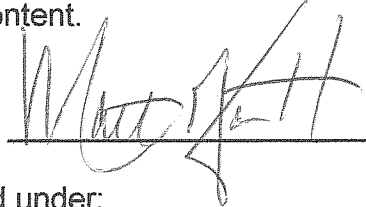
The NBC programs which are designated as educational and informational allow 1:00 of local advertising time. These programs are:

NBA Inside Stuff
City Guys I and II
Just Deal I and II
All About Us
Skate

CERTIFICATION
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 10/10/02



Programs designated for children 16 and under:

Wild About Animals
Critter Gitters
Jack Hanna's Animal Adventures
City Guys I and II
All About Us
Just Deal I and II
Skate
NBA Inside Stuff